

Overcoming Multifamily Sector Barriers in Austin, Texas

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Austin Energy

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Why care about multifamily?

- 122,000 multifamily units in Austin's city limits
- 46% of residential stock is multifamily
- Audits show typical duct leakage of 40%

Market Barriers

- Split incentive: property owner does not pay energy bill
- Complex market: many players influence decision making process
- Multiple entry points: incentives offered from multiple utilities in service territory

Overcoming Barriers

- Shift from single measure incentives to performance-based approach
- “Best Buys First” – load order dictated by cost-benefit value
- Offer one-stop-shop for multiple utility efficiency programs

Incentive Basics

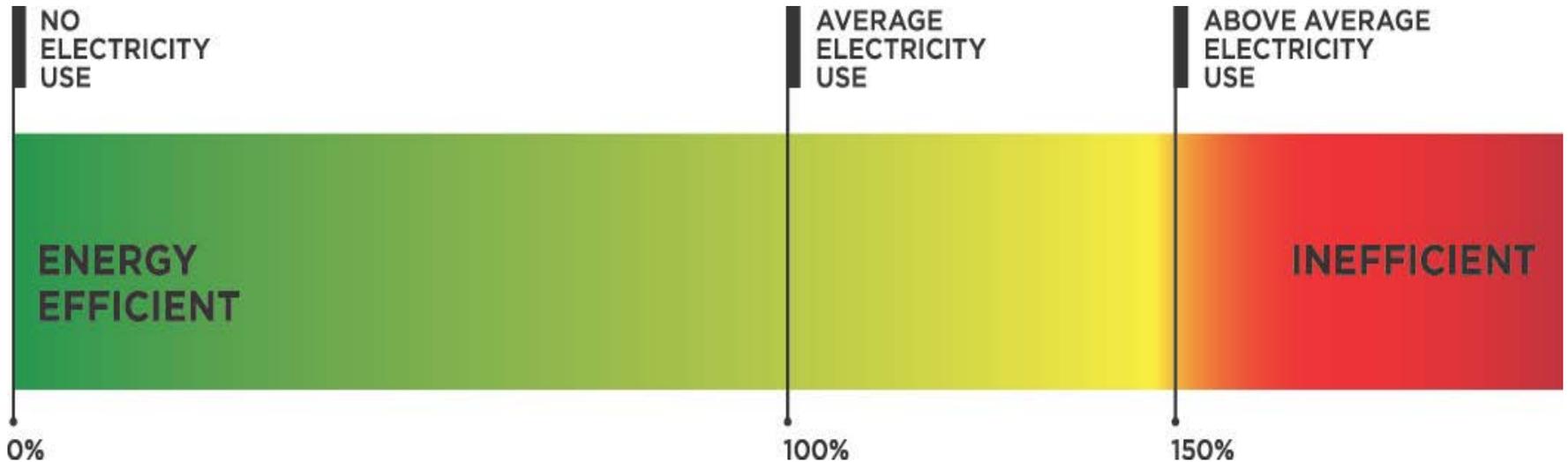
Reward energy savings with progressive incentives and whole-building analysis (electric + natural gas + water)

Percent energy reduction	Incentive
20%	\$650
25%	\$800
30%	\$1100

Environmental Conservation and Disclosure (ECAD) Ordinance

- Requires multifamily properties to undergo an audit by qualified auditors by June 1, 2012
- Mandatory upgrade requirements for high energy user properties
- Identifies properties that can be targeted for participation

ECAD Energy Audit Scores



A score of 100% reflects “average” energy use for a property of its type

Marketing to Property Owners

WELCOME TO ENERGY RETURNS

Performance-based energy efficiency helps improve your multifamily property's costs and energy use.

Improve the quality of your property, resident comfort and overall satisfaction as your bottom line directly by increasing resident retention, and reducing costly maintenance.

Energy efficiency provides an important competitive advantage for your property - lower utility bills, less waste and financial fitness to pay for it. Happy residents enjoy greater comfort and are more likely to recruit new tenants.

ENERGY RETURNS

Efficiency upgrades that save more than energy.

ENERGY RETURNS
POWERING A BETTER AUSTIN

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A City of Austin Program

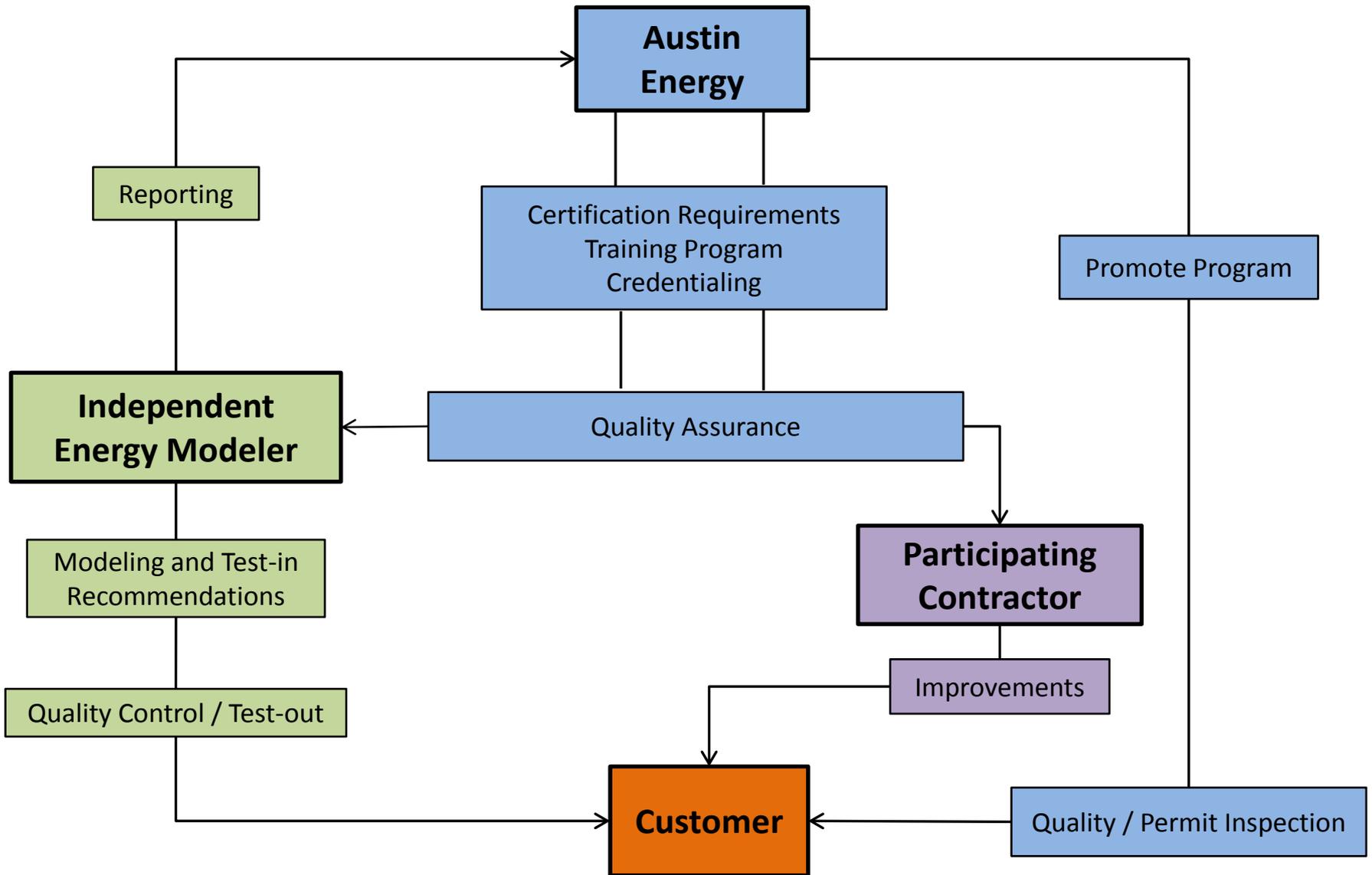
Start Saving Today – Upgrade Your Multifamily Property Today

An Energy Returns upgrade offers more incentives with utility rebates and low interest loans to help offset the costs, and program tools and guidance help you through the process of improving your facility.

Energy efficiency upgrades are a cost-effective way to improve your bottom line and provide a competitive advantage in the multifamily community. When you upgrade, you'll begin to save money and energy by:

- Reducing energy use by a minimum of 20 percent annually
- Lowering your residents' utility bills
- Lowering your property's operating costs
- Easier maintenance with fewer calls
- Extending your property's equipment life

- Increase profits by lowering operating costs
- More incentives with rebates and loans
- Reduce residents' bills and increase comfort
- Improve property value



Performance Path Benefits

- Independent energy assessors
- Contractors
- Austin Energy
- Austin Water Conservation
- Texas Gas Service
- Property Owners

Thanks!

Questions & Discussion

Contact

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